



# LANDRY LAWSON

**OOH & EXPERIENTIAL MARKETING EXECUTIVE**  
Mobile, AL 214.429.5062 landry@mekinitiative.com

Passionate, ambitious, and results-driven Experiential Marketing & Operations Leader with over 12 years of agency experience delivering large-scale activations, client programs, and nationwide campaigns across a portfolio of 40+ iconic brands. Proven success in executing multimillion-dollar marketing initiatives through strategic consulting, precise budget management, and strong cross-functional collaboration. Adept at leveraging data & insights, leading client communication, and driving brand growth through detail-oriented, client-facing execution and agile thinking in fast-paced, hybrid work environments.

Trusted by stakeholders and senior leadership for balancing brand strategy with hands-on project management. Known for producing results through reporting and analysis, mentoring talent, and coordinating with vendors and partners to deliver seamless, high-touch experiences. I thrive on team collaboration, creative problem-solving, and building trust-based relationships—empowering teams to make data-informed, people-centered decisions that move the needle.

## KEY ACHIEVEMENTS

- ❑ **\$13M+** **MANAGED & RETAINED REVENUE IN 2024**
- ❑ **500+** **HIGH IMPACT OOH & XM CAMPAIGNS**
- ❑ **300+** **LARGE-SCALE EVENT ACTIVATIONS**
- ❑ **2.5K+** **MANAGED XM ACTIVATIONS**
- ❑ **98.6%** **CLIENT SATISFACTION SCORE**

## NOTEWORTHY SKILLS

- Strategic Planning & Execution
- Cross-Functional Team Collaboration
- Experiential Marketing Strategy
- Budget Management & Cost Control
- C-Level Engagement & Client Management
- Data Analysis & Performance Optimization
- Operations & Logistics Management
- Client & Vendor Relations
- Talent Recruitment & Team Development
- Project & Partnership Management
- Creative Problem Solving
- Internal/External Communication
- Large-Scale Event Management
- Agility

## HOBBIES



## EXPERIENCE



### Lime Media Group, Inc. Account Executive

**March 2024 – January 2025**

*Managed a key brand-direct enterprise account, responsible for scaling client relationships, developing strategic growth plans, and ensuring flawless project execution across multiple regions.*

- ❖ Served as primary point of contact for all client requests, building strong relationships with key stakeholders and maintaining a high level of satisfaction through strategic support and responsive communication.
- ❖ Expanded campaign footprint from 4 to 24 assets nationwide, with the program accounting for 20% of Lime Media's yearly revenue.
- ❖ Proactively identified needs and delivered tailored experiential solutions.
- ❖ Oversaw staffing, scheduling, deployment, and logistics; recruited and managed drivers, tour managers, and vendors to support nationwide campaign needs.
- ❖ Collaborated cross-functionally with internal teams, vendors, and regional marketing contacts to ensure campaign consistency and flawless execution.
- ❖ Updated market-specific digital playlists in partnership with regional teams, ensuring timely deployment and accuracy.
- ❖ Anticipated challenges, resolved technical issues in the field, and ensured detailed reporting to maintain accountability and client trust
- ❖ Demonstrated a solution-driven mindset to exceed expectations, drive results, and contribute to long-term client growth strategies

### Account & Activation Manager – LED & Experiential

**May 2022 – March 2024**

*Notable Brands: AT&T, Verizon, Warner Bros, Kings Hawaiian, Tito's, Coca-Cola, Jacquemus, State Farm, Michelob Ultra, Bud Light*

- ❖ Spearheaded hundreds of mobile billboard and experiential marketing campaigns, spanning over thousands of individual activations across the U.S.
- ❖ Managed campaigns valued at over \$20MM, consistently exceeding client expectations and driving clients' brand awareness.
- ❖ Directed strategic planning for large-scale projects; successfully maintained payroll expenses below 19% of revenue while improving efficiency and client satisfaction.
- ❖ Cultivated strong relationships with key stakeholders, including C-level executives, to promote customized experiential marketing solutions
- ❖ Collaborated with tech vendors to develop, publish, and deploy a proprietary fleet technology, leading to a 96% reduction in driver errors and significant cost savings.
- ❖ Provided leadership with status updates, proposed improvement plans, and coordinated with vendors to implement approved updates.
- ❖ Enhanced operational excellence by implementing innovative safety and compliance protocols, resulting in a 29% improvement in driver safety scores.
- ❖ Mentored and developed a high performing field team, contributing to a positive work culture and increasing overall team productivity.
- ❖ Regular 1:1 open agenda Facetime chats with field team-members.



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## EXPERIENCE, *continued*



**Evolve Concepts Inc.**  
**Field Manager & Production Coordinator**

*August 2015 – May 2022*

- ❖ **Executed 1,000+ Experiential Activations:** Led production and on-site execution of large-scale activations at major events, including Coachella, Stagecoach, Lollapalooza, SXSW, Governors Ball, CMA Fest, Preakness Stakes, and various trade shows.
- ❖ **Collaborated with Top-Tier Brands:** Delivered impactful brand experiences for clients such as Anheuser-Busch, Beam Suntory, Coca-Cola, and Hilton Honors.
- ❖ **Ensured Operational Excellence:** Managed logistics and execution, maintaining seamless operations across high-profile events.
- ❖ **Maintained Strong Client Relationships:** Fostered client satisfaction and retention through proactive communication and reliable campaign execution.



**Events & Activations Staff - Freelance**

*July 2013 – August 2015*

- ❖ **Brand Ambassador for Major Activations:** Represented leading brands including Microsoft Xbox, HTC, McDonald's, Coca-Cola, Intel, Dyson, Budweiser, and State Farm during national promotional tours and product launches.
- ❖ **Brand Ambassador & Event Leader:** Took on key roles such as Tour Manager, Team Lead, and Production Manager, directing on-site operations, coordinating teams, and submitting post-event reports.
- ❖ **Product Specialist & Brand Representative:** Delivered interactive product demonstrations for brands such as HTC, ZTE, LG, and Dyson, enhancing customer engagement and product visibility.
- ❖ **Production Assistant for Multi-City Tours:** Field Production crew member for activations at large-scale events, including the Copa Univision Tour, Denny's Hurricane Relief Tour, and Lucky Rice Festival.
- ❖ **Tour Manager & Brand Ambassador Lead for National Campaigns:** Promoted top brands such as Budweiser, Beam Suntory, Boost Mobile, and Mondelez (Vea Crisps) in nationwide marketing campaigns.



**COMPUCOM & COMPUTACENTER USA**  
Service Desk Technician - AstraZeneca

*July 2014 – August 2017*

- ❖ Provided desktop support and mobile device management (MDM/EMM) services for AstraZeneca field representatives.
- ❖ Developed troubleshooting guides and knowledge base articles to enhance team performance.
- ❖ Reviewed tickets and coached teammates to increase the service desk's First Call Resolution rate.



**DCCCD - Richland College**  
Computer Lab tech, Student Assistant

*April 2011 – March 2015*



**Subway Restaurants-Store 43100**  
Shift Supervisor & Assistant Manager

*January 2011 – April 2013*

Sandwich Artist

*August 2009 – December 2010*

## REFERENCES

**TOBIN HARTMAN**  
VP of Sales, Lime Media

**JESSE HARRIS**  
CPO, Founding Partner, Evolve Concepts

**HEATH HILL**  
President, Lime Media

**PHILIP RANDALL**  
Co-Founder & COO, Movia Media

**ANDREW MOEHLMAN**  
COO, Lime Media

**TODD HERNDON**  
Chief Revenue Officer, Lime Media

**NIRAJ VELUMMYLUM**  
Program Mgmt Dir., Evolve Concepts

**MATT ELLIS**  
Sr. Mgr, XM, Great Lakes - Verizon

**CRYSTAL LONNEBERG**  
Assoc. Dir., XM, Pacific Region – Verizon

*All references contact information available upon request*